



Society of Petroleum Engineers



SPE/IADC INTERNATIONAL DRILLING CONFERENCE AND EXHIBITION

5-7 March 2019

World Forum,
The Hague

www.spe.org/go/drilling

Exhibition & Sponsorship





Welcome to the World's Premier Drilling Event

With the process of recovering hydrocarbons becoming increasingly challenging, the need for an international gathering for drilling professionals has never been more critical.

For more than 30 years, the SPE/IADC International Drilling Conference and Exhibition has become established as a unique confluence of the people and ideas best placed to advance our scientific understanding of drilling in oil and gas exploration and production. It brings together operator companies, contractor firms and service companies to address challenges and deliver improved performance.

Renowned for its world class technical content, the event is developed by the industry for the industry and is the perfect forum to learn, network and showcase.

Alternating annually between the US and Europe, in 2019, international drilling professionals will descend on the prestigious World Forum in The Hague to exchange knowledge, examine best practices and shine a spotlight on new technologies.

They will also be on the lookout for companies offering solutions to the industry's greatest challenges and listening to thought leaders advocating the future of E&P.

This brochure will help you decide how you would like to participate. It gives you an outline of who will attend and a variety of ways you can make your company and expertise known to them. If you still have questions, the team will be happy to answer them for you.

However you choose to take part, you are certain to find your involvement rewarding.

Network

face-to-face with industry leaders and decision-makers

Showcase

your advanced technologies, valuable services and unique experience

Align

your organisation with the key discussion points within drilling

Associate

your brand with the highest calibre technical content in the industry

Acquire

valuable sales leads and client feedback

Expand

your market by identifying new potential customers, suppliers and partners





Meet your market

To participate in the 2019 SPE/IADC International Drilling Conference and Exhibition is to become part of the global conversation driving the drilling sector and to reach an audience of industry leaders and decision makers.

Who will attend

- Applications engineers
- Design engineers and supervisors
- Drilling and completions engineers
- Executives
- Geologists/petrophysicists
- Production and operations engineers
- Rig engineers
- R&D professionals
- Reservoir engineers

The types of organisation that will be represented

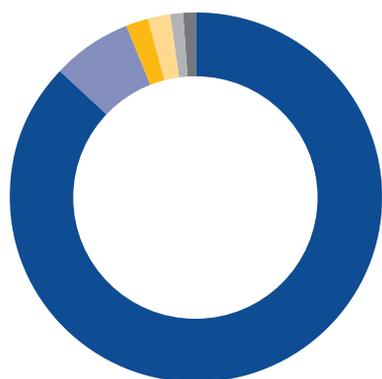
- International operators / national oil companies
- Service / manufacturing / contractors
- Academia
- Consultants
- Government bodies

How your support impacts the industry

The Society of Petroleum Engineers (SPE) and the International Association of Drilling Contractors (IADC) are not-for-profit organisations. Income from this event will be invested back into the organisations to support other educational programmes. When you exhibit, sponsor or advertise, you help provide even more opportunities for industry professionals to enhance their technical and professional competence.

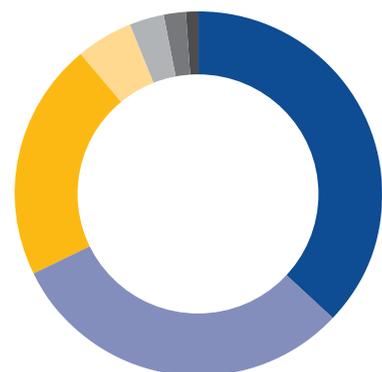
SPE/IADC 2017 - Who Attended?

Attendees



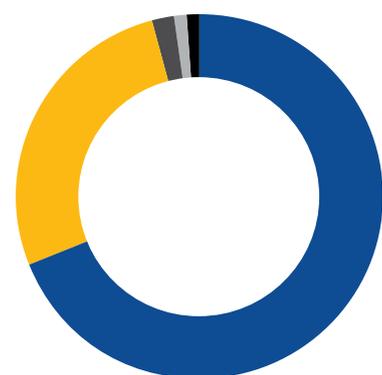
Primary Area of Technical Interest

■ Drilling and completions	87%
■ Management and information	7%
■ Reservoir description and dynamics	2%
■ Health, safety, security, environment, and social responsibility	2%
■ Production and operations	1%
■ Projects, facilities, and construction	1%



Job Classification

■ Engineer	37%
■ Executive	31%
■ Manager	21%
■ Consultant	5%
■ Academia	3%
■ Geologist/geophysicist	2%
■ Other	1%



Geographical Region

■ Europe	69%
■ United States/Canada	27%
■ Asia Pacific	2%
■ Middle East and North Africa	1%
■ Russia / Caspian	1%



98%
visited the exhibition



80%
would recommend the
conference to their peers



83%
rated the exhibition
favourably



74%
spent a minimum of
three hours at the exhibition

Based on attendee survey results from the 2017 SPE/IADC International Drilling Conference and Exhibition, The Hague, The Netherlands

Become an exhibitor

Gain more exposure for your company and brand by exhibiting at the industry's leading event. The exhibition will run concurrently with the technical conference and will be the location for all refreshment breaks, lunches and the drinks reception.

Space Only or Stand Package?

There are two ways you can exhibit – Space Only and Stand Package.

Space Only provides an area on the exhibition floor for you to construct your stand. It is ONLY available for stands of 36 square metres and above.

Price EUR 460 per square metre

Stand Package provides basic features such as stand walls, carpeting and electrical sockets and is available for stands of 6 square metres and above.

Price EUR 575 per square metre



Exhibiting at the SPE/IADC Drilling in The Hague is money well spent. A discussion with a delegate at our stand led to a contract worth over \$1 million - that's what I call return on investment! I shall be returning in 2019.



Shawn Sharp
Operation Manager
DrawWorks L.P.

BOTH Space Only and Stand Package exhibitors will receive:

- Three complimentary full event registrations (valid for conference sessions, exhibition, lunches and refreshments breaks) per 9 square metres of exhibition space up to a maximum of 18 registrations
- Three exhibitor guest passes (valid for exhibition only and for one day—either Wednesday or Thursday. Guests must be either clients or contacts from another organisation) per 9 square metres of exhibition space
- Company name and profile listed in the Conference and Exhibition Guide if received by deadline
- Company name listed on the 2019 SPE/IADC International Drilling Conference and Exhibition website
- Access to the Proceedings will be sent to the exhibits contact person after the meeting
- Continued support of SPE event, marketing, sales, and exhibits department staff

Stand Package exhibitors will receive:

- Wall panels (2.2m or 2.5m high dependent on stand location)
- 500w Electrical sockets: One (1) per 3 sqm
- Spotlights: One (1) per 3sqm
- Company name and booth number in black on a fascia board
- Standard carpet tiles

How to book your space:

1. Select which option you require - Space Only or Stand Package
2. Select up to five booth locations on the exhibition floor plan (available on the website) and list them in order of preference on the Exhibition Space Contract
3. Complete and return the Exhibition Space Contract by email to Dean Guest, Sales Manager at dguest@spe.org

Payment of 100% of the total cost of exhibition space will be due on or before 30 days from the invoice date.

Deadline for priority number exhibitors to return the Exhibition Space Reservation Contract: 21 June 2018.

After the deadline date, space will be allocated to any potential exhibitor on a first-come, first-served basis. All exhibitors will receive a copy of the official Space Assignment Procedures.

Become a sponsor

Partner Programme

SPE and IADC are pleased to present the Partner Programme—an initiative to showcase the dedication of oil and gas producers and corporations to the advancement of drilling technology, the study of drilling science and their support for the industry.

Platinum Partner—EUR 18,000

- Platinum Partner recognition with logo on the cover of the Conference Programme (along with other Platinum Partners only)
- Full-page colour advertisement in the Conference Preview
- Full-page colour advertisement in the Conference Programme
- Platinum Partner recognition with logo in the Conference Preview and Conference Programme sponsor pages
- Platinum Partner recognition with logo on signage in high-traffic areas
- Logo on dedicated presentation slide (along with other Platinum Partners) displayed between technical sessions
- Platinum Partner recognition with logo on the conference website which links to company website
- Six complimentary registrations to attend the conference

Gold Partner—EUR 13,000

- Half-page colour advertisement in the Conference Programme
- Gold Partner recognition with logo in the Conference Preview and Conference Programme sponsor pages
- Gold Partner recognition with company logo on signage in high-traffic areas
- Logo on presentation slide displayed between technical sessions (along with other Gold, Silver Partners and/or general sponsors)
- Gold Partner recognition with logo on the conference website which links to company website
- Four complimentary registrations to attend the conference

Silver Partner—EUR 8,500

- Silver Partner recognition with logo in the Conference Preview and Conference Programme sponsor pages
- Silver Partner recognition with logo on signage in high-traffic areas
- Logo on presentation slide displayed between technical sessions (along with other Gold, Silver Partners and/or general sponsors)
- Silver Partner recognition with company logo on the conference website which links to company website
- Three complimentary registrations to attend the conference





Other sponsorship packages

ALL Sponsors Receive the Following Benefits:

- 1 Prominent on-site signage displayed at the event in high-traffic areas
- 2 Logo on the Sponsors page in the Conference Preview*
- 3 Logo on the Sponsors page in the Conference Programme*
- 4 Logo on the event website including a link to your company's website
- 5 Logo on the presentation slide displayed between technical sessions

+ Additional benefits depending on the sponsorship

AV Equipment—EUR 6,000

- Exclusive distribution of sponsor branded USB stick to all attendees. Sponsor company presentation or other collateral can be uploaded by the sponsor prior to distribution (USB sticks are provided by the sponsor who will send a sample to SPE for approval.)
- Two complimentary full conference registrations for company employees

Coffee Breaks—EUR 5,500 (per day) EUR 10,000 (Exclusive package)

- Your company logo displayed on signage at the refreshment points located around the exhibition hall
- Your company logo on the napkins (napkins provided by sponsor)
- One complimentary full conference registration for company employee (day package) or two complimentary registrations (exclusive package)

* subject to deadline dates

Conference WiFi—EUR 7,000

- A landing page will be provided on the log-in screen as attendees access the WiFi network
- One complimentary full conference registration for company employee

Delegate Bag—EUR 8,500

- Company logo and event branding to be printed on the conference bags which will be distributed at registration by SPE to all delegates
- Bags will be provided by the sponsor. The bag's design and format to be approved by SPE
- Two complimentary full conference registrations for company employees

Exhibition Entrance Signage—EUR 14,000

- Event and exclusive sponsor branding on a banner (19m long) inside the venue in the registration area leading to exhibition and conference and on a vinyl floor graphic (5m x 2.5m) in registration area underneath branded banner sign
- Sponsor responsible for design of banner and floor graphic. SPE to approve design
- Two complimentary full conference registrations for company employees

Floor Graphics—EUR 6,000

- Your company logo or message (dimensions 1m x 1m) on three vinyl floor stickers strategically placed inside the exhibition hall. Floor graphic artwork to be provided by the sponsor.
- SPE to approve design. SPE will provide placement location options in the exhibition
- Two complimentary full conference registrations for company employees

Lanyards—EUR 8,500

- Your company name or logo on the lanyard strap (lanyards are provided by the sponsor who will send a sample to the SPE for approval. Lanyard will be distributed at registration by SPE)
- Lanyards must be designed to be breakaway with a dual clip
- One complimentary full conference registration for company employee





Other sponsorship packages continued

Luncheons—EUR 9,000

- Prominent on-site signage in the catering areas throughout lunch times
- One half page 4-colour advertisement in the Conference Programme & Exhibition Guide
- Two complimentary full conference registrations for company employees

Mobile Charging Station—EUR 3,750 One Unit Available

- Sponsor logo displayed on a branded charging station positioned at a suitable location at the venue

Proceedings—EUR 8,500

- Your company logo on the cover of the card containing the access code to the official Conference Technical Proceedings given to all delegates
- Complimentary advertisement on the inside cover of the card
- One half page 4-colour advertisement in the Conference Programme & Exhibition Guide
- Two complimentary full conference registrations for company employees

Staircase Branding Sponsor—EUR 10,000

- Exclusive sponsor branding on each rise of the two main staircases leading from the ground floor (exhibition) towards the conference sessions area (sublevel). (Sponsor responsible for artwork. SPE to approve design)
- Two complimentary conference registrations for company employees

Welcome Reception—EUR 12,500

- Prominent on-site signage at the reception at the end of the first day of the conference
- Three complimentary full conference registrations for company employees
- One full page, 4-colour advertisement in the Conference Programme & Exhibition Guide (created by sponsoring company, SPE to place ad)
- Your company logo on the napkins (napkins provided by sponsor)

Deadlines

- In order for sponsorship to be promoted in the Conference Preview, the contract and company logo must be received prior to **20 September 2018**.
- In order for sponsorship to be promoted in the Conference Programme and Proceedings, the contract, and company logo must be received prior to **20 December 2018**.
- If sponsor does not meet the above published deadlines, SPE cannot guarantee space and reserves the right to invoke penalties for late submissions.

Print Advertising Opportunities

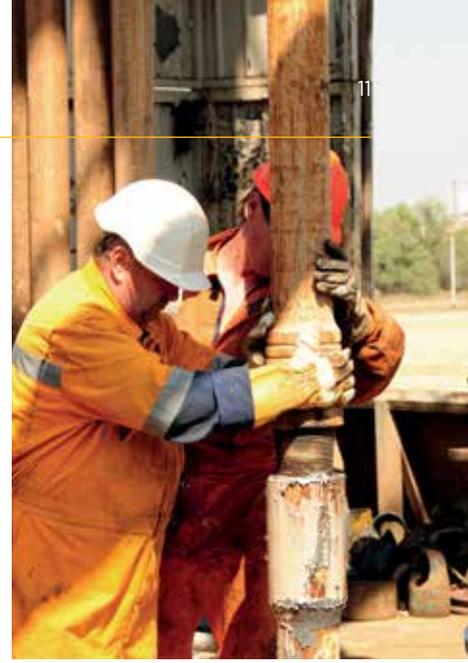
A variety of print advertising opportunities is available for the event including full and half pages, special positions (inside front cover; inside back cover; outside back cover) in the Conference Preview and Conference Programme & Exhibition Guide. Please contact SPE for further details.



We exhibited for the first time at the 2017 SPE/IADC Drilling Conference and it provided an outstanding opportunity to meet our market and to network with professionals from the top companies in the upstream industry. We look forward to our future participation.



Nicola Bryant
Global Operations Manager
Geopro



Recent Conference Sponsors





2019 Committees

Conference Chair

Pierre Kriesels, **Shell**

Advisory Committee

Arindam Bhattacharya, **Schlumberger**

Kimberley McHugh, **Chevron**

David Reid, **National Oilwell Varco**

David Roodenburg, **Huisman Equipment**

Lina Serpa, **BP**

Oonagh Werngren, **Independent**

Programme Committee

Martijn Bogaerts, Schlumberger

Igor Brucher, **Transocean**

John Clegg, **Weatherford**

Blaine Dow, **Schlumberger**

William Duffy, **Statoil**

Michael Dykalski, **BOS Solutions**

Alfred Eustes, **Colorado School of Mines**

Danielle Fuselier, **Baker Hughes, a GE company**

Martyn Greensmith, **Merlin ERD Ltd**

Mohammed Hattab, **Saudi Arabian Oil Company**

Hai Hunt, **ConocoPhillips**

Ashley Johnson, **Schlumberger**

Arne Lyngholm, **Statoil**

Robin Macmillan, **National Oilwell Varco**

Cary Maurstad, **Varel International Energy Services**

Isabel Cristina Poletzky, **Maersk Training**

Thomas Redlinger, **T H Hill Associates**

Matthew Rhodes, **BP Exploration Europe**

Rolv Rommetveit, **eDrilling Solutions**

Nishanth Samuel, **Marathon**

Otto Santos, **Independent**

Hermann Spoerker, **Saudi Arabian Oil Company**

Junichi Sugiura, **Scout Downhole**

Diego Tellez, **Occidental Oil & Gas Corporation**

John Thorogood, **Drilling Global Consultant**

Contact

For more information about sponsoring, exhibiting, or advertising opportunities at the 2019 SPE/IADC International Drilling Conference and Exhibition, please contact:

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Exhibition & Sponsorship



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